



# THE CONTENT FACTORY

Please wait until instructions are given in the presentation to fill in the following sections; however, you may get stoked now.

## DEFINE YOUR BRAND

Please answer the questions below. These answers will help you complete your posting flow chart.

### 1. WHAT'S YOUR BRAND'S STORY?

#### WHY IS IT IMPORTANT?

By first establishing what your story is and how it's defined, you are able to determine how your content helps tell this story and make sure it stays true to your brand.

### 2. WHO'S YOUR AUDIENCE?

#### WHY IS IT IMPORTANT?

You could create the best content in the world, but if it doesn't align with your target audience, it doesn't matter. Ask yourself: Why would they care and why would they share?

### 3. WHAT DO YOU WANT YOUR CONTENT TO SPEAK TO?

#### WHY IS IT IMPORTANT?

Defining this is essential in keeping yourself in check when creating and posting content. Knowing what you want to speak to will help you avoid getting off topic.

### 4. HOW WOULD YOU DESCRIBE YOUR BRAND'S VOICE?

#### WHY IS IT IMPORTANT?

Whether your brand voice hints at a promise of luxury or speaks in a conversational tone, make sure you understand what your voice is and stick to it when both sharing and responding.

### 5. HOW IS YOUR BRAND'S LOOK REFLECTED IN SHARED IMAGES?

#### WHY IS IT IMPORTANT?

Clearly defining your brand's look will help you stay consistent across platforms and generate brand recognition among a sea of content.

### 6. WHEN DO YOU SHARE CONTENT?

#### WHY IS IT IMPORTANT?

Utilize your page insights as well as testing out different posting times and days to see when your fan base is online and engaging with your content the most.